



South Carolina Commission on Higher Education

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CAAL
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Agenda Item 4a

May 2, 2013

MEMORANDUM

To: Members, Committee on Academic Affairs and Licensing
From: Ms. Renea Eshleman, Acting Director of Academic Affairs and Licensing

**Consideration of Request for Amendment to Existing License to Add New
Program:
A.A.S. in Business Administration with a concentration in Hospitality
Administration; Miller-Motte Technical College, Conway**

Summary

Miller-Motte Technical College (MMTC) (www.miller-motte.edu) requests approval of an amendment to its license to offer at its site in Conway a program leading to the Associate of Applied Science (A.A.S.) degree in Business Administration with a concentration in Hospitality Management, to be implemented in July 2013. The program will be delivered on-site.

MMTC is a private, for-profit institution owned by Delta Educational Systems, Inc., a wholly-owned subsidiary of Delta Career Education Corporation. MMTC operates seventeen campuses in Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia, as well as an online campus.

MMTC, Conway is a branch campus of MMTC of Lynchburg, VA, and was licensed by the Commission on January 7, 2010, to offer programs leading to the associate's degree and diploma. A site in Charleston was also licensed in January 2001. The Accrediting Council for Independent Colleges and Schools (ACICS) has accredited MMTC since 1953. The Conway campus currently enrolls approximately 750 students.

The following information from the U.S. Department of Education (USDE) shows student loan default rates at MMTC. Default rates for all branch campuses of Lynchburg are combined under the Lynchburg campus.

School	Type	Control	PRGMS		FY2010	FY2009	FY2008
Miller-Motte Technical College	Associate's Degree	Proprietary	Federal Family Education Loans and Federal Direct Loans (FFEL/FDL)	Default Rate %	7.4%	15%	18.7%
				No. in Default	75	106	113
				No. in Repay	1003	702	602
Students enrolled at any time during the year					1034	496	485
Percentage of borrowers entering repayment					97%	141.5%	124.1%

To provide context for the Cohort Default Rate (CDR), USDE includes enrollment data (students enrolled at any time during the year) and a corresponding percentage (borrowers entering repayment divided by that enrollment figure). While there is no direct relationship between the timing of when a borrower entered repayment (October 1 through September 30) and any particular enrollment year, these data are for the academic year ending on the June 30 prior to the beginning of the cohort year (e.g., FY 2009 CDR Year will use 2007-2008 enrollment).

The USDE sanctions a school when the school's three most recent cohort default rates are 25 percent or higher or if a school's current default rate is greater than 40 percent. Except in the event of a successful adjustment or appeal, such a school will lose Federal Family Education Loan, Direct Loan, and Federal Pell Grant program eligibility for the remainder of the fiscal year in which the school is notified of its sanction and for the following two fiscal years. According to MMTC officials, an estimate of the Title IV student loan debt for graduates of associate's degree programs is \$18,000.

The institution holds a 10-year lease agreement for 2451 Hwy 501 East in Conway, SC. The campus offers several classrooms, computer labs, a student lounge, a conference room and offices for staff/faculty.

MMTC has submitted to the Commission a list of program-specific learning resources provided by its library, which is staffed by a librarian holding a master's degree in library science. Students have access to the Library and Information Resources Network (LIRN), which consists of several electronic databases of indexed citations and full text electronic journal articles.

MMTC employs at the Conway branch a full-time campus director and a director of education. Oversight for the program will be provided the general studies program director, who holds a juris doctorate degree and a B.S. degree in Sport and Entertainment Management. The program director reports to the director of education.

In compliance with the requirements of the licensing regulations, members of MMTC's faculty who teach general education courses must possess a master's degree with 18 semester hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core courses will hold at minimum an associate's degree in a related discipline and have at least two years of experience in the field.

Applicants for degree programs at MMTC must have a General Educational Development (GED) certificate or high school diploma from a regionally accredited high school or local school district-approved home school program. In addition, applicants must interview with an admissions representative and score a minimum of 13 on the Wonderlic Scholastic Level Exam. MMTC awards credits for CLEP, DANTES, and Excelsior College subject exams. For the first 28 days of a program, the student is enrolled provisionally. If the student does not successfully transition to regular enrollment, he or she will not be charged any tuition or fees.

MMTC officials project enrolling approximately 24 students during the first year of the program. Total tuition for the 96-quarter-credit-hour program, including books and fees, is \$26,932.

A.A.S. in Business Administration, Hospitality Management

The program leading to the Associate of Applied Science degree in Business Administration with a concentration in Hospitality Management prepares students for entry-level positions as managers or management trainees in the restaurant, tourism, hotel, and entertainment industries. Students gain skills related to accounting, finance, marketing, management, and sales. MMTC has signed externship agreements with several local organizations and facilities such as the YMCA of Coastal Carolina, Hampton Inn & Suites Oceanfront, Myrtle Beach Chamber of Commerce, and the Myrtle Beach Hospitality Association.

Three specialized accrediting agencies for business programs are recognized by Council for Higher Education Accreditation (CHEA); however, the program is not eligible for specialized accreditation. The Accreditation Council for Business Schools and Programs (ACBSP) requires regional accreditation. The Association to Advance Collegiate Schools of Business (AACSB) and the International Assembly for Collegiate Business Education (IACBE) accredit only programs that award a bachelor's degree or higher. Practitioner licensure or certification is not required for employment.

The curriculum for the program leading to the A.A.S. degree in Business Administration with a concentration in Hospitality Management is shown on the next page:

A.A.S. in Business Administration, concentration in Hospitality Management		
Course Number	Course Title	Credits
AC 101	Accounting Principles I	4
BU 105	Management Principles	4
BU 110	Business Law	4
BU 115	Customer Service	4
BU 120	Marketing Principles	4
BU 205	Human Resource Management	4
BU 215	Finance	4
BU 255	Externship & Seminar	6
EN 215	Business Communication	4
GS 101	Career Development	4
GS 201	Career Management	2
HM 100	Introduction to Hospitality Management	4
HM 110	Hotel/Motel Operations Management	4
HM 120	Hospitality Marketing & Sales	4
HM 150	Introduction to Food & Beverage Services	4
HM 240	Conference, Banquets, & Hosting Special Events	4
IT 100	Introduction to Computers	4
IT 101	Word Processing	2
IT 102	Spreadsheets	2
EN 101	English Composition I	4
EN 102	English Composition II	4
EN 210	Oral Communication	4
MH 101	College Mathematics	4
GS 110	General Psychology	4
GS 235	Critical Thinking	4
Total		96

The U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook (OOH)*, 2012-2013 Edition, lists a variety of management employment opportunities for holders of business administration credentials in a myriad of settings. Business service managers work throughout private industry and government and have a wide range of responsibilities, experience, earnings, and education. According to the current SC Works summary of Horry County, two industries with the greatest number of job openings advertised online are Retail and Trade, and Accommodation and Food Service.

Although all 16 technical colleges and many private institutions offer programs leading to the associate's degree in business or management, only Horry-Georgetown Technical College, Technical College of the Lowcountry, and Trident Technical College offer programs with a concentration or emphasis in hospitality.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission an amendment to the existing license of MMTCC College in Conway, SC, to offer a program leading to the Associate of Applied Science degree in Business Administration with a concentration in Hospitality Management, to be implemented in July 2013.